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KIRK SMITH
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KATHERINE SMITH
Social Editor—Treas.

THE BEACH NEWS

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\$1.00 a Year

ADVERTISING
PAYS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

SUBSCRIBE
NOW!

VOL. 2—NO. 47

4829 Saratoga Ave. Ocean Beach, California

Friday, October 10, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

YOU ARE REQUESTED to be present at the Council meeting next Monday forenoon in the City Hall, when matters vital to Ocean Beach will be discussed.

School Site Purchased At Mission Beach

VALUABLE PROPERTY

ACQUIRED FOR THE CITY

ALMOST LIKE GIFT

The construction of an elementary school at Mission Beach within a year or so is now possible and altogether probable. It is announced that when a block of Mission Beach land, estimated to be worth \$15,000, was offered to the Board of Education for \$3000 last evening, that body promptly decided to accept the offer.

The block fronts on the boulevard, 100 feet from the bay, lies north of the bathhouse, and is virtually in the center of the peninsula.

"I think it a mighty fine thing," said Edgar Hastings. "It shows far-sightedness on the part of those people who have retained the site for school purposes."

Mrs. Crouse said: "I think it's a good buy. When they're getting \$2000 for single lots at Mission Beach, I think we can congratulate ourselves on getting a whole block for \$3000. The Spreckels companies have held the site for school purposes ever since Mission Beach was first dreamed of, and now it's the only school site available."

The offer was presented by Harry Turner, representing the Mission Beach company. It carried with it only one stipulation, that an elementary school be built at Mission Beach within a year.

The board, while declaring itself heartily in favor of a school at the earliest possible time, expressed fear that money for building within 12 months may not be available, and asked omission of the clause.

The LEONARD DELICATESSEN
5035 Newport Ave., Ocean Beach
Phone, Point Loma 242-J

CHULA VISTAS GET GOOSE

EGG FROM BEACHITES

The newly reorganized Ocean Beach baseball club, under the management of Cecil O. Carl, copped their first game last Sunday, when they easily defeated the Chula Vista team on the latter's own grounds by a score of 9 to 0.

The invincible Vitek shut out the Vistas, allowing them only three scattering hits, while Spindler was the fielding star for the Beachites, and Meadows got three hits out of four times up.

The score: R. H. E.
Ocean Beach 9 12 1
Chula Vista 0 3 3
Vitek and Schilling; Spencer, Martin, Sternberger and Forsythe.

GOLDEN HILL NEXT SUNDAY

Manager Carl is as busy as the proverbial bee arranging for a local diamond and has booked the O. B. team for a contest with the Golden Hill club next Sunday in San Diego.

Kodak Films, FROIDE'S, opp. P.O.*

RADIO BROADCASTING

AT FABER'S GROCERY

Hundreds of baseball fans have been enjoying the broadcasting of the world's series from the radio loud speaker at Faber's Little Cash Grocery on Newport avenue.

EXEMPTIONS GRANTED

TO WAR VETERANS

Upwards of 100,000 veterans of American wars residing in California were granted tax exemptions totaling \$62,590,710 during 1924. The exemption was extended to 99,645 veterans as compared to 80,430 ex-soldiers granted tax relief of \$44,410,063 in 1923. Exemption is provided by state law.

OCEAN BEACH NEEDS

More Paving.

More Street Lights.

More Civic Improvements.

YOU can help to get 'em by being present at the council meeting in the City Hall next Monday morning.

Be there—and take along a friend or two.

Candidate For Vice-Presidency

BURTON K. WHEELER

COMING TO SAN DIEGO

NEXT MONDAY

One of the notable events of the present political campaign will be the meeting at the Spreckels theater on Monday, October 13, when Senator Burton K. Wheeler, candidate for vice-president, on the Independent ticket, will speak at 12 o'clock noon. There will be a general admission of 25 cents, with platform seats at one dollar.

LAFOLLETTE-WHEELER ELECTORS

The thirteen Independent Progressive candidates for presidential electors, pledged to support LaFollette and Wheeler, who were barred from the California ballot by the recent four to three decision of the State Supreme court, have issued a joint statement urging all supporters of LaFollette, in this state to vote for the LaFollette electors nominated by the Socialist party. The statement, which warns that any attempt to write in presidential electors on the ballot will simply divide LaFollette's strength and tend to defeat him, is signed by the electors, as follows: Stanley M. Arndt, Stockton; Mrs. Addie M. Benedict, Lodi; Lewis D. Bohnett, San Jose; George W. Downing, Los Angeles; William R. Edwards, Chula Vista; Antonio P. Entenza, San Francisco; Mrs. Annie W. Hunt, Los Angeles; Andrew Furuseth, San Francisco; Ralph V. Garrod, Saratoga; Gordon F. Irvine, Dunsmuir; Matthew A. Koch, Los Angeles; Mrs. Elma F. Smith, Napa; and Rudolph Spreckels, San Francisco.

GO YOURSELF and take your neighbor with you to the City Hall at the Council meeting next Monday morning when important matters directly affecting Ocean Beach will be presented.

Ocean Theatre

FAMOUS STARS

FORM CURRENT BOOKINGS

The great Pola Negri in "Lily of the Dust" and Viola Dana presenting "Roughed Lips," are among the current attractions secured by Manager Ray Ericsson at the Ocean Theatre. The first named is booked for next mid-week and on Sunday "The Telephone Girl" series will be continued with good added comedy. "Name the Man" with a special cast will be the strong magnet tomorrow night.

THE BEAUTY SHOP
Phone Point Loma 63-W

ANNOUNCE EXAMINATION

FOR DEPUTY ASSESSORS

Candidates for places as deputy field assessors are to be examined Oct. 30. The rate of pay to those deputies is from \$5 to \$8 a day. About 35 deputies are employed by the assessor's office every fall, to appraise real and personal property. On Nov. 6 an examination will be held for director of playgrounds.

Picture Frames, Froide's, opp. P.O.*



THE DOUBLE ALARM

"LOMA LORE"

By WINIFRED DAVIDSON

Point Loma, California

Book rights reserved.

(Continued from last week)

There are two items in the May 15th issue of the "Herald" that seem worthy of our present notice. The first is this:

"The Playa has presented an unusually lively appearance since the arrival of the steamer Constitution, which has been detained here for want of coals to carry her forward on her journey. It very frequently occurs that steamers bound up are obliged to put in here for fuel, in which case the Playa reaps the benefit of their stay, whether for a greater or lesser period. Scarcely a boat stops here that does not leave from three hundred to a thousand dollars in money. Who after this will say that San Diego with its suburbs is not in a thriving condition? If any one doubts the fact, let them visit us and we will 'put them through a course of sprouts' of as tall and luxuriant a growth as can be gathered anywhere in the Dorado State."

And the other deals with the weather, for the whole season of 1851-52 was of that strictly unusual type which carping easterners to this day claim we Californians have made famous.

"The weather during the whole spring has been so entirely different this year from its usual appearance on this coast that it is the subject of particular remark among the 'old ones del pais.' Rains, hail-storms, and heavy southeasters have never hitherto been known to continue with such violence and repetition up to so late a period as this year by two or three months. On Thursday night last the 'windows of heaven' were opened and the rains descended with a volume and power that would have astonished even a Bermuda duck. We can therefore form no opinion as to the time when fair weather may be supposed to have commenced."

(Printed with a heavy border of black lines to commemorate the passing on October 24th of Daniel Webster, the Herald of December 4, 1852), notes an immense haul (!?) of fishes, as follows:

"The schooner Emeline, Capt. Osborn, has been in our bay for the last two weeks taking fish and curing them for the San Francisco market. One day last week they took twenty tons at one haul, each fish averaging some three pounds in weight. They are of a delicious flavor much resembling that of the turbot; and the epicures in San Francisco may soon look out for a treat. Fishing

is by no means an insignificant item in this bay and if carried on expansively we could more than amply supply the demands for the up-country markets. There are many shoals of mackerel just by the Point Loma (!) averaging in weight from two to four pounds, fishing for which would insure to any enterprising party a speedy and ample fortune."

There is nothing of importance again noted in the Herald in regard to Point Loma and vicinity until under date of August 6, 1853, when this highly significant paragraph appeared:

"Lt. Geo. H. Derby, U. S. Topographical Engineers, came down on the Northerner the last trip from San Francisco. We understand that the work of turning the river San Diego will be commenced on the first of September."

Lieutenant Derby did infinitely more than stir up the waters of the bay and river; he stirred the sluggishness of the whole surrounding country; put the lazy to work, aroused the spirit of immigration, awakened civic pride, and as Smythe says, "left behind him memories which the people of San Diego cherish to this day. This not merely because the scene of so many of the funny things in Phoenixiana is laid here, but quite as much on account of his lovable personality."

All things are balanced, of course. Good news travels on the wind with sad tidings. The days that saw the first of "John Phoenix" here were a little less than perfect, because of the information contained in this item in the Herald of September 10, 1853:

"We regret to learn that Capt. Bogart has received instructions to send the mails out in the pilot boat or otherwise as hereafter the steamers will not touch at the Playa as usual. This course attended with the uncertainty as to the shipment and reception of the mails and with discomfort to such of our citizens as depend on the mail steamers for transportation to and from San Francisco, has caused great dissatisfaction in the county. A remonstrance addressed to the Postmaster General on this subject is in circulation, signed by many of our principal citizens. We trust that the objectionable measure may not be persisted in and believe that if a proper representation were made to Capt. Knight, the able and gentlemanly agent at San Francisco, the order on the subject might be rescinded."

Wondering Where?

Mrs. Clancy sits at home,
And wonders where to buy
Goods she needs to make a dress
And flour to make a pie.
She could write to Roe and Bux
And get a prompt reply,
But she would rather stay at home
Than send her coin bye-bye.

The home-town paper's pages
Are perused up and down,
For bargains rare in pie crust
And silk for every gown,
So, Mr. Merchant, win success
'Gainst rivals out of town,
With steady Advertising in
This paper of renown!

THE BEACH NEWS

Endurance And Economy Run

BEACH DISTRICTS ARE

INCLUDED IN ROAD TEST

BY CHEVROLET CAR

K. W. Stott, of the Campbell Chevrolet Company, is justly enthusiastic over the test a Chevrolet car is undergoing for endurance and economy in the 100-hour run now being conducted throughout San Diego and the suburbs generally and in the beach districts in particular. If you see a new Chevrolet skimming along quietly and at an even gait on the local boulevards—that's it! A stock car in every respect and the Campbell Company are endeavoring to put it through the same conditions that it would have in everyday running. The car is driven by salesmen from the firm who are driving in relays of four hours each.

The run began at 8 a. m. October 7, and will finish at noon, October 11, when announcement will be made of the wonderful results obtained in endurance and economy.

It will do your EYES good to see
CASTIEN, Rooms 16-17, Sefton
Bldg., Fifth and C. Phone 644-27.

GREAT DIRIGIBLE

AIRSHIP SHENANDOAH DUE

HERE TONIGHT

Sailing across the continent from Lakehurst, N. J., to San Diego, the huge navy dirigible Shenandoah is scheduled to arrive here tonight or early tomorrow morning. The airship is making the trip over the southern route.

Stationery Supplies, Froide's, opp. P.O.

GO YOURSELF and take your neighbor with you to the City Hall at the Council meeting next Monday morning when important matters directly affecting Ocean Beach will be presented.

O. B. LIBRARY

MARGARET RANKIN, Librarian

The O. B. Branch library has received the following children's books: "Elsie Marley," Gray; "Jim Mason, Scout," Gregor; "Why Virginia," Griffith; "Jack, the Young Explorer," Grinnell; "Jack, the Young Ranchman," Grinnell; "Wilderness Dog," Hawkes; "By Sheer Pluck," Henty; "Boy Scouts of Birchbark Island," Holland; "Three Minute Stories," Richards; "All by Ourselves," Robinson; "Jimmy Gold-Coast," Saunders. The window exhibit this week contains the poem on evolution, "When You Were a Tadpole, and I Was a Fish."

SCHOOL BOARD REFUSES

DISTRICT LAW CHANGE

The Board of Education has refused to grant a request from Rudolph Kelly, Point Loma, that the board rescind a resolution made a year ago requiring children to attend school in the districts in which they reside. Mr. Kelley appeared before the board at two recent meetings, declaring that he wished to have his 7-year-old son transferred from the Point Loma to the Loma Portal school.

Classified Ads Get Quick Results.

YOU ARE REQUESTED to be present at the Council meeting next Monday forenoon in the City Hall, when matters vital to Ocean Beach will be discussed.

Grand Fete Planned For New Year's

CELEBRATION PLANNED

TO COMMEMORATE OPENING

FAMOUS EXPOSITION

At a called meeting of civic representatives in the Pompeian room of the San Diego hotel last Tuesday evening, plans were discussed for a great celebration next New Year's eve of the tenth anniversary of the opening of the 1915 Panama-California International Exposition.

Following a special dinner, brief talks were made by Col. D. C. Collier, as temporary chairman, and a number of enthusiastic supporters of the suggested celebration, including several citizens who participated prominently in the former festivities.

The following committee was appointed to consider and present at a later meeting tentative details of the proposed celebration: Rev. H. B. Bard, chairman; Ernest White, Miss Gertrude Gilbert, Carl Heilbron and Dr. E. L. Hewett.

Kodak Finishing FROIDE'S opp. P.O.*

OFFICIAL HEADLIGHT

TEST STATION ESTABLISHED

BY HENRY EULBERG

Special arrangements have been made by the popular and progressive Henry Eulberg for the establishment of an official heading testing station at the Ocean Beach garage on Newport avenue. A large dark room, fully and legally equipped with an adjustable range board, has been placed at the service of customers, with expert attendance and proper advice concerning headlights on autos.

State officials announce that drastic measures will be taken in the near future toward compelling auto drivers to comply with the law regarding proper adjustment of headlights and heavy penalties will be imposed upon all offenders caught by inspectors.

BUILDING ACTIVITY IN

BEACH DISTRICTS

Reportorial Courtesy of
W. H. RABSAHL, Manager
Ocean Beach Lumber Company

BUILDING PERMITS

D. C. Lynn, garage, 4862 Lotus, \$100.

C. Osborn, board house, 829 Manhattan court, Mission Beach, \$1,000.

H. Lancaster, alter cottages, 4746 Brighton, \$75.

Bertha Wilson, for C. F. May, garage, 4627 Larkspur, \$100.

M. R. G. Carmody, per B. O. Larsen, frame residence and garage, 3509 Jennings street, Point Loma, \$6,845.

R. Traggardh, garage, 3862 Bay Walk, Mission Beach, \$100.

Mrs. Sprague, per A. E. Richards, 818 Sunset court, Mission Beach, addition, \$200.

Mrs. H. E. Boles, frame cottage and garage, 720 Pismo court, Mission Beach, \$1,500.

H. Buck, alter cottage, 4201 Kendall, Pacific Beach, \$500.

SHERWIN-WILLIAMS PAINTS—

San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

GOT SEVENTEEN OF 'EM

Turner B. Kline, proprietor of the Sunset Garage, and his brother-in-law, William McClelland, of East San Diego, went duck hunting the other day up at Lower Otay lake and bagged a string of seventeen of the "water birds."

WE CIRCULATE

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

(Continued from last week)

"Unanimous!" said Mr. Bronson. "It is a vote! Now I'd like to hear a motion to perfect a permanent organization to build a creamery. Mr. Irwin will you please act as secretary." Jim sat down at the desk and began making notes. The meeting appointed committees, fixed upon a time for a future meeting, threw a collection of half-dollars on the desk to start a petty cash fund, made the usual joke about putting the secretary under bond, adjourned and dispersed.

"It's a go this time!" said Newton to Jim.

"I think so," said Jim, "with those men interested. Well, our study of creameries has given a great deal of language work, a good deal of arithmetic, some geography, and finally saved the people from a swindle. Rather good work, Raymond!"

"My mother has a delayed luncheon ready for the party," said Jennie to Jim. "Please come with us—please!"

But Jim demurred. Getting off at this time of day was really out of the question if he was to be ready to show the real work of the school in the afternoon session.

"This has been rather extraordinary," said Jim, "but I am very glad you were here. It shows the utility of the right sort of work in letter-writing, language, geography and arithmetic—in learning things about farming."

"It certainly does," said Doctor Brathwayt. "I wouldn't have missed it under any consideration; but I'm certainly sorry for that creamery shark and his accomplice—to be routed by the Fifth Reader grade in farming!"

The luncheon was rather a wonderful affair—and its success was unqualified after everybody discovered that the majority of those in attendance felt much more at home when calling it dinner.

"What d'ye think of our schools?" asked the colonel.

"Well," said Professor Gray, "it's not fair to judge, Colonel, on what must have been rather an extraordinary moment in the school's history. I take it that you don't put on a representation of 'The Knave Unmasked' every morning."

"It was more like a caucus than I've ever seen it, daddy," said Jennie, "and less like a school."

"Don't you think," said Doctor Brathwayt, "that it was less like a school because it was more like life? It was life. If I am not mistaken, history of this community was making in that schoolroom as we entered."

"You're perfectly right, Doctor," said the colonel. "Jim's got too big for the district, and so we're going to enlarge the district, and the schoolhouse, and the teaching force, and the means of educational grace generally. That's as sure as can be—after what took place this morning."

"He's rather a wonderful person, to be found in such a position," said Professor Gray, "or would be in any region I have visited."

"He's a native product," said the colonel, "but a wonder all the same. He's a Brown Mouse, you know."

"A—a—?" Doctor Brathwayt was plainly astonished. And so the colonel was allowed to tell again the story of the Darbshire brown mice, and why he called Jim Irwin one. Doctor Brathwayt said it was an interesting Mendelian explanation of the appearance of such a character as Jim. "And if you are right, Colonel, you'll lose him one of these days. You can't expect to retain a Caesar, a Napoleon, or a Lincoln in a rural school, can you?"

"I don't know about that," said the colonel. "The great opportunity for such a Brown Mouse may be in this very school, right now. He'd have as big an army right here as Socrates ever had. The Brown Mouse is the only judge of his own proper place."

"I think," said Mrs. Brathwayt, as they motored back to the school, "that your country schoolmaster is rather terrible. The way he crushed that Mr. Carmichael was positively merciless. Did he know how cruel he was?"

"I think not," said Jennie. "It was the truth that crushed Mr. Carmichael."

"But that vote of thanks," said Mrs. Brathwayt. "Surely that was the bitterest irony."

(Continued next week)

Phone to us
Write to us
Call to see us.

THE BEACH NEWS
is your friend.

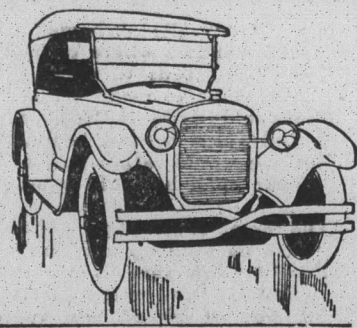
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Sole Manufacturer of

"EVERLASTIC ROOF PRESERVER"

I repair and recoat your shingle, tin, composition or tar ROOFS, and Guarantee to take care of them for five years. In San Diego since 1907. Insured against accident. No jobs too large. Most complete ROOFING outfit in the city. LeClair, "the Guarantee Roofer."

Phone 659-54. after 5 p. m. 933-935 Sixteenth St., San Diego.



Kierstead's Service Station

P. A. KIERSTEAD, Propr.

Voltaire and Cable Streets
Ocean BeachBATTERIES RE-CHARGED
All Varieties of

OILS AND GREASE

Special "Boyce-It" Service

RUBBER GOODS SEASON NOW ON!

Have your physician phone in your prescription; we will fill it for you and deliver it.

Prescriptions compounded by a registered pharmacist.

OCEAN BEACH PHARMACY

F. H. KRAFT, Prop.

Corner Bacon and Newport Ave.

We are as close to you as your phone—Call Point Loma 70-J



Attractive HOME Building

Plans Furnished and made to correspond with your own individual ideas—incorporating all those little things that make the place called HOME.

Co-operation and willingness to serve the owner, is my motto. Satisfied Home-Owners are the best reference a Builder can offer. If you want your HOME built right and according to your own ideas, phone

JOSEPH C. KELLEY, Contractor and Builder

Phone 661-44 2341 Brant St., San Diego, Calif.

Phone, Point Loma 112-J.

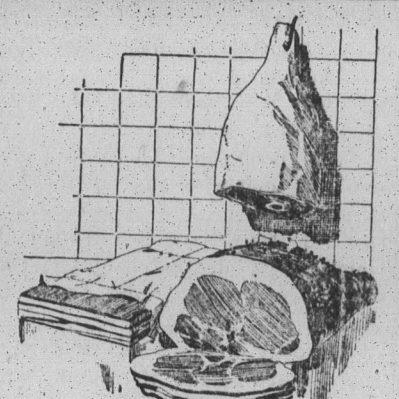
BUNGALOW GROCERY

E. H. WICKERN, Prop'r.

Cor. DeFoe and Niagara Ave.

SLICED HAM 50c per lb.
Whole or Half 32c per lb.
BACON, Sliced 40c per lb.
Extra Choice 50c per lb.

BIG SPECIAL
10 lbs. SUGAR 90c



OCEAN BEACH PLUMBING COMPANY

Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152

Repair Work, Contracting,
Estimates
Plumbers' Supplies and Heaters.

Authorized FORD and CHEVROLET Service



Ocean Beach Garage

HENRY EULBERG, Proprietor

4868 Newport Avenue
Two Blocks East of Dance Pavilion
PHONE POINT LOMA 77-W

Official Legally Equipped
HEADLIGHT TESTING
STATION

Have Your Auto Lights Properly
Adjusted by Experts in Conform-
ity With State Law.

Complete Line of
REPLACEMENT PARTS, TIRES
AUTO ACCESSORIES

AUTOMOBILE REPAIRING

BEST EQUIPPED FOR SERVICE

Ocean Beach Lumber Co.

W. H. RABSAHL, Manager
Phone, Pt. Loma 40-J

THE RAINS ARE COMING! PREPARE FOR THEM NOW!

Fix up that Roof Before it Is Too Late. Don't Put It Off!

Another day it may mean ruining of your house and furnishings. We are in a position to offer you most any kind of roofing material.

We have in stock at our warehouse and yard a complete line of Pioneer and Paraffine Roofings, Cedar and Redwood Shingles—also Pioneer Slate Shingles. Come and see us or we will send a representative to your home.

We also carry a complete line of building material of all kinds. See us before you build.



Estimates Cheerfully Given

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



MISS IRMA GRENAWALT

CELEBRATES BIRTHDAY

WITH DINNER PARTY

An exceptionally happy celebration marked the fifteenth birthday anniversary last Saturday, October 4, of Miss Irma Grenawalt, the charming daughter of Mr. and Mrs. E. W. Grenawalt of Newport avenue. Many beautiful presents were received by the popular young lady, who gave a dinner party, especially attended by Mr. and Mrs. Lewis Heath, Robert Warner and her immediate relatives. There was a delicious birthday cake, adorned with fifteen candles, and the table decorations were exquisitely attractive. During the evening a jolly theatre party was given in honor of the gracious hostess.

Birthday Cards, FROIDE'S, opp. P. O.

BOUNTIFUL BIRTHDAY DINNER

Miss Helen Plummer, daughter of Mr. and Mrs. S. L. Plummer, celebrated her 15th birthday anniversary last Sunday, Oct. 5, at the home of her grandmother, Mrs. M. J. Plummer, at 1917 Bacon street. The house was beautifully decorated with cosmos and green foliage. A fine birthday cake, and a bountiful dinner was cooked and served, by Mrs. M. J. Plummer. All the members of the immediate family enjoyed a good time.

THE BEAUTY SHOP
Phone Point Loma 63-W

FAMILY REUNION

AND SPECIAL DINNER PARTY

NEXT SUNDAY

Mr. and Mrs. J. C. Storm of 4856 Saratoga avenue, will hold a family reunion and give a dinner next Sunday at their home, in honor of their aunt, Mrs. J. E. Baughman of Snyder, Colorado. The invited guests are: Mr. and Mrs. P. H. Peterson, Florence, Olga, Clara and Clarence Peterson, of Encanto; Lucille Baughman, of Snyder, Colorado; Mr. and Mrs. D. E. Nichol, Donnie and Sarah Frances Nichol, recently from Redondo Beach, now residing in Ocean Beach; Mr. and Mrs. Elwood, Oscar Williams, Chris Getrup, Mr. and Mrs. J. C. White and little daughter Theda Katherine, Miss Mildred Baughman, Mr. and Mrs. Minot Smith, all of Chula Vista; Mr. and Mrs. William Estep and little daughter of San Diego; Mr. and Mrs. E. F. Smith, and Mrs. S. E. Baughman, P. M. Burrows, Bobby and Grant Burrows, Ocean Beach.

SPANISH CLASSES

FREE AT SCHOOLHOUSE

Spanish classes were inaugurated at the schoolhouse yesterday, and will be given every Thursday evening, beginning at 7 o'clock. Everybody welcome and no charge.

WEEK-END VISITORS

Mr. and Mrs. H. A. Lyman, of 4921 Cape May avenue, entertained over the week-end. Mr. and Mrs. H. B. Lyman and baby from Alhambra, Mrs. Leila Donaldson of Long Beach, Mrs. F. M. Elliott of University Heights, and H. Hunne of Anaheim.

JESSIE'S "LITTLE PARTY"

Dainty hand-painted invitations were issued this week to a "little party" by Miss Jessie Dunbar, of 4836 Cape May avenue. It will take place today from 3 to 5:30 p. m., and Katherine cheerfully acknowledges the receipt of a "Ding Dong Bell."

A son was born October 3 to Mr. and Mrs. Frank H. Decker of 4479 Mentone street, Ocean Beach.

Mrs. George Finley and children of Naragansett avenue, returned last week from a pleasant vacation trip through British Columbia.

Miss Mary Louise Weinvirl, sister of Mrs. Dr. F. J. Ratty, left last Wednesday for Oakland.

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PARENTS OF MRS. BURROWS

FATALLY INJURED IN AUTOMOBILE ACCIDENT

A telegraphic message from La Junta, Colo., last Sunday conveyed the sad news of a fatal auto accident to Mr. and Mrs. George Lackie, parents of Mrs. P. M. Burrows, of Saratoga avenue. A new coupe in which Mr. and Mrs. Lackie were riding near their home at Rocky Ford, was overturned and both were killed. Mrs. Burrows left for Colorado Sunday night, being accompanied by her husband as far as Los Angeles.

For World's Star—Bay City, Mich.

KLEEN KNIT UNDERWEAR
Glove and Art Silk Underwear
FOR WOMEN

Hosiery for the Family
Address C. T. COGGESHALL,
P. O. Box 657 Ocean Beach

GRAND OFFICER

TO BE COMPLIMENTED

BY O. E. S. MATRONS

Mrs. Charlotte L. Hicks, deputy grand matron of the Order of the Eastern Star, will be complimented with a bridge-luncheon at the San Diego Country club at Chula Vista tomorrow, Saturday. The hostesses will be the associate matrons of this district of O. E. S., and covers will be laid for Mrs. Charlotte L. Hicks, Mrs. Stella Stafford, Mrs. Alice D. Stevenson, Mrs. Mattie Bradt, Mrs. Mary F. Werre, Mrs. Julia M. Egbert, Mrs. Lillian H. Messenger, Mrs. Edna M. Showmaker, Mrs. Anna R. Owens, Mrs. Roxie L. Ridley, Mrs. Dorothy McKeenan, Mrs. Josephine Reader, Mrs. Minnie Harder.

The LEONARD DELICATESSEN
5035 Newport Ave., Ocean Beach
Phone, Point Loma 242-J

RETURNING MINISTER

FOR TRINITY MISSION

HAPPILY HONORED

Last Saturday the members of Trinity Mission gave a most enjoyable reception in honor of Dr. and Mrs. George Wallace, who recently returned from an absence of a year and a half, seven months of which was spent in England, and the rest in the eastern and northwestern part of the United States. Words of welcome on behalf of the members were spoken by Rev. Arthur C. Dodd, of Oceanside, who has been in charge of the Mission during the absence of Dr. Wallace.

Several solos were sung by Mrs. Frances McGowan Anderson of Loma Portal, Mrs. Wallace's daughter, and a delightful repast was served. Dr. and Mrs. Wallace will reside at 4484 Voltaire street.

MARTIKAS-TOPUZES

Invitations have been sent out by George Topuzes announcing the marriage of his sister, Miss Firanthe Topuzes, to James Martikas on Wednesday, October 15, at 2:30 p. m., at the Sunset Supper Club, Ocean Beach.

Mr. and Mrs. August Weischedel moved this week into their lovely new home on Cape May avenue.

Mr. and Mrs. W. A. Alexander, of Cable street and Del Monte avenue, are the proud parents of a bouncing baby boy, born September 22.

Please mention The Beach News in your dealings with the patrons of our advertising columns.

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

Residence Phone Point Loma 16 Office Phone Point Loma 72-J

Dr. F. J. Ratty

PHYSICIAN and SURGEON

Res., 4820 Cape May Avenue

Office, 5024 Newport Ave.



O. B. Gleaners

R. D. CRAPO, Prop.

Cleaning Dyeing

Pressing

1928 Bacon St.

Phone Point Loma 30-J

PASSMORE'S PLAYTHINGS

THE NEW 1925 LINE OF JUVENILE AUTOS ARE HERE

And also the Lloyd Doll Buggies, Columbia Tricycles and Scooters will be found in our basement salesroom. Visitors are always welcome.

PASSMORE'S

BIRD AND TOY STORE

Sixth at B., Opposite New

Commonwealth Bldg.

San Diego's All-Year-Round TOYLAND

No matter who or what you are or may become, you owe it to yourself and to your family to secure

LIFE—ACCIDENT—HEALTH

INSURANCE

MUTUAL LIFE INSURANCE

COMPANY

Of New York

SAN DIEGO BRANCH

308 Watts Building

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Phone 643-72

SAN DIEGO

Army and Navy Academy

Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating

THOROUGH MILITARY INSTRUCTION

CHRISTIAN INFLUENCES

LAND AND AQUATIC SPORTS

ENTIRE YEAR

Located on Ocean

Phone, Pacific Beach 172

COL. THOS. A. DAVIS, Pres.

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From a Visiting Card

to a Poster.

We Can Satisfy You With Quality, Quantity and Service

JOB PRINTING DEPT.

The Beach News

Phone Point Loma 17

4829 Saratoga Avenue,

Ocean Beach, California

FIRE! FIRE! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

POLICE! POLICE!!

The Police Station is located on Abbott street, foot of Santa Monica avenue, and the phone number is

Point Loma 4.

OCEAN THEATRE

SATURDAY
"NAME THE MAN"
 with
 An All-Star Cast
 Admission 15c and 20c

SUNDAY
VIOLA DANA
 —in—
"ROUGED LIPS"
 Also
"THE TELEPHONE GIRL"
 News and Comedy
 At Regular Prices

WED. and THURS.
POLA NEGRI
"LILY OF THE DUST"
DON'T MISS IT
 Admission Children 15c, Adults 30
 Come Early—Show Starts at 7:15
 Always a Good Comedy

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula.

PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17KIRK SMITH Editor-Owner
KATHERINE SMITH Sec'y.-Treas.

2

Legalized as an Official San Diego
City and County NewspaperSubscription Price, \$1.00 a Year
IN ADVANCE

Single Copies 5 Cents

Advertising Rates Upon Application

Classified, Transient, Political
and Discount Ads
PAYABLE IN ADVANCELOCAL READERS—Fifteen cents a
line, averaging five words to line.CLASSIFIED ADS—Ten cents per
line, averaging five words to line."Entered as second-class matter Decem-
ber 1, 1922, at the Postoffice at Ocean Beach,
California, under the Act of March 3, 1879."

FRIDAY, October 10, 1924

A LEGAL NEWSPAPER

News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.



YOU ARE REQUESTED to be
present at the Council meeting next
Monday forenoon in the City Hall,
when matters vital to Ocean Beach
will be discussed.

STATEMENT OF THE OWNER-
SHIP, MANAGEMENT, CIR-
CULATION, ETC., REQUIRED BY
THE ACT OF CONGRESS OF
AUGUST 24, 1912.

Of The Beach News, published weekly
at 4829 Saratoga avenue, Ocean
Beach, Calif., for October 1, 1924.
State of California,
County of San Diego—ss:

Before me, a notary public in and
for the state and county aforesaid,
personally appeared the owner of
The Beach News and that the follow-
ing is, to the best of his knowledge
and belief, a true statement of the
ownership, management (and if a
daily paper, the circulation), etc., of
the aforesaid publication for the date
shown in the above caption, required
by the Act of August 24, 1912, em-
bodied in section 443, Postal Laws
and Regulations, printed on the re-
verse of this form, to-wit:

1. That the names and addresses
of the publisher, editor, managing
editor and business managers are:

Publisher, Kirk Smith, Ocean
Beach, Calif.; editor, Kirk Smith,
Ocean Beach, Calif.; managing editor,
Kirk Smith, Ocean Beach, Calif.;
business managers, Kirk Smith and
Katherine Smith, Ocean Beach, Calif.

2. That the owner is (if the pub-
lication is owned by an individual, his
name and address, or if owned by
more than one individual, the name
and address of each should be given
below; if the publication is owned by
a corporation, the name of the cor-
poration and the names and addresses
of the stockholders owning or holding
1 per cent or more of the total
amount of stock should be given):

Kirk Smith, 4829 Saratoga avenue,
Ocean Beach, Calif.

3. That the known bondholders,
mortgagees and other security hold-
ers owning or holding 1 per cent or
more of total amount of bonds, mort-
gages or other securities are: (If
there are none, so state.)

None.

KIRK SMITH,
Editor-Owner The Beach News.

Sworn to and subscribed before
me this 2nd day of October, 1924.
(Seal) AGNES ELLS.
(My commission expires October
2, 1924.)

GO YOURSELF and take your
neighbor with you to the City Hall
at the Council meeting next Monday
morning when important matters di-
rectly affecting Ocean Beach will be
presented.



FABER'S Ocean Beach Grocery

5008 Newport avenue Phone Pt. Loma 48

Faber's Little Cash Grocery

5021 Newport Ave. Pt. Loma 129

Faber's Cash & Carry No. 3

2119 Bacon St. Phone Pt. Loma 248

FABER'S Cash & Carry No. 4, Mission Beach

WHY TRADE ELSEWHERE
 WE CARRY THE BEST AND SELL THE CHEAPEST
 TRADE AT HOME AND SAVE MONEY

Dividend Notice

14th Consecutive Quarterly Dividend
 SAN DIEGO CONSOLIDATED
 GAS & ELECTRIC COMPANY

7%

Preferred Stock

The usual official announcement
has been made that the Board of
Directors of the San Diego Consoli-
dated Gas & Electric Company of
San Diego, California, has declared
the regular dividend of 1 3/4% on the
Preferred Stock of the Company,
payable October 15, 1924, to share-
holders of record September 30,
1924.

San Diego Consolidated Gas and Electric Co.

857 Sixth

MAIN 64

Bylesby Engineering and
Management Corporation

Political Adv.

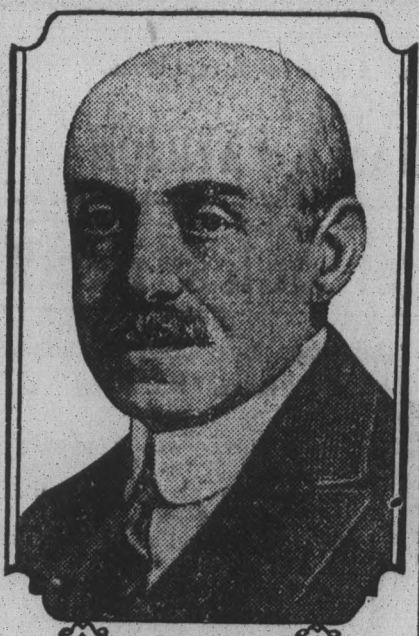
Senator Burton K. Wheeler
 CANDIDATE FOR VICE-PRESIDENT
 ON THE

LaFollette Ticket
 WILL SPEAK AT SPRECKELS' THEATRE
 MONDAY, Noon, OCT. 13th

General Admission, 25 cents Stage Seats, \$1.00

Tickets on sale at headquarters, 835 E street, San Diego, or at Theatre
 As the seating capacity is limited, be sure to get your tickets early

OPPORTUNITY IN AMERICA



WILLIAM E. KNOX

Radical demagogues sometimes ac-
cuse the capitalistic system with fa-
voring the rich and powerful as
against the poor and lowly. Fifty-
three years ago an Irish lad of nine
was brought to the United States by
his parents. He went to the public
schools and then began work as an
office boy. A few days ago, on Octo-
ber 1, he was elected president of the
American Bankers Association, the
world's largest financial organization.
He is president of one of the largest
savings banks in the United States,
the Bowery Savings Bank of New
York City. This election of William
E. Knox, who has risen from Irish
immigrant to chief of American
bankers, is the most striking remind-
er of the year of the democracy of
opportunity in capitalistic America.

SPEND YOUR DIMES AND
DOLLARS AT HOME

FOR FARM PROGRESS

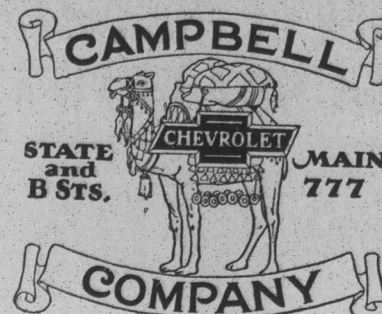
The Agricultural Committee of the
North Carolina Bankers Association,
in conference with officials of the Col-
lege of Agriculture, recently adopted
the following program for active work
in the state:

1. Aid county agents in determining
definite objectives for each com-
munity and organize county in
community groups to carry
them out.
2. Give each county a definite ob-
jective through an organization
of farmers, bankers, and busi-
ness men.
3. Secure from state and federal
sources assistance in deter-
mining definite objectives and in
giving instruction to members
of community and county or-
ganizations.
4. Organize bankers, merchants,
and farmers where desirable
into better marketing units.
5. Secure co-operation of State Col-
lege in surveying agricultural
conditions and giving instruc-
tions through its specialists in
organization, farm management,
production, and marketing.

The New York Bankers Association
describes in a recent bulletin the
campaign under foot to foster club
work among boys and girls in the
rural schools. Prizes have been do-
nated by a number of the former
presidents of the Association to be
awarded to the children, the commu-
nities, and the banks interested in the
work.

CLASSIFIED ADS

GET QUICK RESULTS

The
Chevrolet
CornerWhere
Service
Counts

CLASSIFIED ADS

ONLY A DIME A LINE

TERMS CASH
 Rates, 10 cents per line, averaging 5
words to a line. No advertisement for
less than 30 cents, all payable in Advance

WANTED—Painting and decorat-
ing to do. GEO. O. STRAND, 4941
Voltaire St. Phone Pt. Loma 150-W.

FOR RENT—Furnished sleeping
porch, \$8 a month. 1917 Bacon St.

FOR SALE—Iron bed, spring and
mattress. very reasonable. Apply
NEWPORT SHOPPE.

WANTED—S. C. Leghorns and R.
I. Reds, pullets and hens. Ed. M.
Shirton, 4844 Muir ave., Ocean
Beach.

FOR SALE—Fumed oak dining
table and four chairs. Phone Point
Loma 231-W.

FOUND—A pocketbook, contain-
ing money. Prove ownership and
it's yours. 4850 Saratoga ave., O. B.

FOR SALE—Goat's milk; rabbits;
eggs; chickens. "Woodmere," 4729
Cape May ave., Ocean Beach.

WANTED—Our home laundry
does careful, satisfactory work. Ex-
pert on fine finishing. Call Point
Loma 327-MK, after 5.

FOR QUICK SALE—(Cheap)—
White Leghorn hens, Buff Orping-
ton pullets, just starting to lay; two
fine roosters; Muscovy ducks. 4761
Niagara. Phone Pt. Loma 106-M.

CORNER LOT, Sunset Cliffs sec-
tion, fine residential neighborhood;
big snap, only \$225. Specially list-
ed with KIRK SMITH, Licensed
Realty Broker, office of "The Beach
News."

LEGAL ADVERTISEMENT

Assessment Notice

AGNEW SANITARIUM
 Principal place of business, San
 Diego, California.

NOTICE is hereby given that at a
meeting of the Directors held on
October 6, 1924, an assessment of
Five Dollars (\$5.00) per share was
levied on the capital stock of the
AGNEW SANITARIUM COMPANY,
a corporation, payable to R. L.
Johnson, assistant secretary, at 420
Union Building, San Diego, Califor-
nia, on October 7, 1924. Any stock
upon which this assessment shall re-
main unpaid on November 10, 1924,
at 7 o'clock P. M. will be delinquent,
advised for sale at public auction
and unless payment is made before,
will be sold on December 1, 1924,
at 7 o'clock P. M. to pay the delin-
quent assessment, together with ad-
vertising costs and expenses of sale.

IDA L. LEE,
Secretary.

San Diego, California.
 5th—Oct. 10, 17, 24, 31, Nov. 7.

MICKIE SAYS—

IN ORDER TO GET THIS PAPER
 OUT ON TIME, WE GOTTA BE
 GETTING COPY FOR NEWS AND
 ADS ALL THE TIME BETWEEN
 ISSUES, SO IF YOU HAVE ANY
 STUFF YOU WANT PUT IN THE
 PAPER, FOR GOSH SAKE
 DON'T WAIT UNTIL THE LAST
 MINUTE TO BRING IT IN!



Phone or send your orders for
 PRINTING, from the smallest card
 to a poster, to The Beach News, for
 service and satisfaction.

WE CIRCULATE

Religious News

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:
 Sunday morning at 11 o'clock.
 Sunday School, 9:45 a. m.
 Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF
OCEAN BEACHDeFoe Street at Santa Monica Ave.
E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preachin'
 at 11 a. m. and 7:30 p. m. Bibl
 school at 9:45 a. m. Young People
 Union at 6:30 p. m.

Wednesday—Mid-week meeting
 for praise, prayer and conference at
 7:30 p. m. All are invited to these
 meetings.

Sunday, Oct. 12—Morning topic,
 "The Satisfying Christ." Anthem,
 "Mightiest of All," choir. Evening—
 "Fancy's Show Box." Special mus-
 ic.

The thirty-first annual meeting of
 the S. W. Association of which this
 church is a member, will be held at
 El Centro, October 21-23. Delegates
 will be appointed Sunday. Dr. Hay-
 den will deliver the address on "The
 Social Activities of the Church."

CATHOLIC CHURCH

Cor. DeFoe St. and Saratoga Ave.
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
 Evening service, 7:30; Sunday
 school, 9:30 a. m.

Week Days—Service at 8:00 a. m.
 At Roseville, Sundays—Service at
 10:30 a. m.; Sunday school 11:30
 a. m.

UNION CONGREGATIONAL
CHURCH(Corner DeFoe Street and Santa
Monica Avenue)

Sunday School at 9:45 a. m.
 Morning worship at 11 o'clock.
 Evening service at 7:30 o'clock.

TRINITY MISSION EPISCOPAL
 Sutcliffe Bldg., 1955 Abbott Street
 Rev. George Wallace, D.D., Pastor.

Sunday school at 9:45 a. m.
 Morning service at 11.

CHURCH OF CHRIST

There will be a meeting of the
 Church of Christ at the home of Mr.
 and Mrs. J. S. Padgett, 4649 Voltair
 street, next Sunday afternoon at 3
 o'clock All are welcome and visitors
 are especially invited to attend the
 service.

Picture Frames. FROIDE'S, opp.
 P. O.

COMMUNITY SERVICE DINNER

An adequate recreation program as
 the means to the development of
 character and good citizenship re-
 ceived great impetus at the Recrea-
 tion Dinner given by Community
 Service recently and attended by
 nearly one hundred citizens. The
 scope of play was interpreted by
 the speakers to include art play, such
 as music, drama, and folk dancing as
 well as athletic play, story telling,
 handicrafts and other activities.

Members of the City Council,
 Board of Education, Board of Play-
 ground Commissioners, attended the
 dinner and spoke in praise of the
 work which has been done in the
 seven summer play centers conduct-
 ed and financed by the combined ef-
 forts of Community Service, Board
 of Education, P. T. A.'s Central
 Labor Council and neighborhood
 committees.

The guests of honor were the large
 number of volunteer leaders who as-
 sisted at the centers during the sum-
 mer and these received high tribute
 for their services to their neighbor-
 hood and to the city.

Try our Classified Ads, for Quick
 Results—Only a dime a line, five
 words to the line, payable in ad-
 vance.

SUDS AND DUDS
of the
POINT LOMA
LAUNDRY

We wish to state
 to one and all...
 Duds' laundry bill
 is very small...

POINT LOMA LAUNDRY
 Phone, Point Loma 378.
 LAUNDRY CALLED FOR
 AND DELIVERED.
 IF IT'S LAUNDRY WORK,
 WE DO IT!
 —Wet Wash, Rough Dry,
 Semi-Finish and Finish Work—

OCEAN BEACH
Merry-Go-Round

Open Thursday and Saturday
 evenings and Sunday afternoons.
 Young and Old, Rich and Poor,
 All ride at same price, 5c each.

T. J. ELLIS
Painting Contractor
Carpentering

ESTIMATES FREE
 4620 BRIGHTON AVENUE
 Box 1061 Ocean Beach, Calif.

E. K. BURDETTE
PLUMBING

Contracting, Estimating, Jobbing
 2005 Bacon St. Ocean Beach.

SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.IF YOU HAVE
HOUSES
For Rent

Classified Ads Get Quick Results.
 WE CIRCULATE

Don't Watch Mission and
Ocean Beaches Grow—
Grow With Them!

Read the "LOMA LORE" series
 in The Beach News every week for
 interesting historical facts, told
 most entertainingly by Winifred
 Davidson.

Romance of the Orient Sealed HOT In Tins

BY
MYRTLE
WELLS



Above—Occidental tea packer. Right—Oriental tea picker.

GAIN romance and machinery take hands. One man crowded the tea flavors of the Far East into a tin and sealed the lid. Sealed it in vacuum while it was still hot from its toasting, which is the point of the story. For in San Francisco, in an ultra modern, magical way, tea with a zest of the Orient is now perfected in the Occident in the latest vacuum way.

To most of us tea production is a legendary sort of process, vaguely suggestive of romance. Dainty Oriental maidens, in warm, flowering fields—vast sultry areas in India, China and Japan—Mongols, Hindus, toiling in the drying and rolling and packing of fragrant leaves—and for us solace, satisfied thirst and intimate gossip over the dainty tea cups.

Too often romance goes down before the machine of today. But in this case, the machine brings to all the essence of Oriental romance in tea perfection. By this latest movement of the wheel of science, thousands of miles removed from cherry blossom maidens and temple bells, the crowning glory of the tea drinking Orient is preserved for us and hermetically sealed in the modern tea tin.

Tea, and few of us know this, must be roasted like coffee. First, in the Orient. This for preservation. And again in the Occident. This for perfection.

August Schilling of San Francisco is responsible for this newest startling method of preservation. He is a pioneer master in his own

line. A man who pinned the poet's fancy into the art by putting on the American table a drink such as princes paid fortunes for in ancient Russia.

It was he who conceived the idea of roasting the tea leaf for the second time after its journey across the Pacific to restore its original flavor and fragrance.

Hidden in the veins of the rose-like leaf of the tea plant is the essential oil of tea. This is the soul of its flower. The second roasting, or toasting as it is called in the tea vernacular, draws this essential tea oil to the edges of the leaf ready for release when drenched with hot water. And that is the secret of delicious tea. But tea preservation was a different matter and a difficult art.

Curiously enough Schilling has been an outstanding figure in the packing of teas in America.

In 1881 he introduced to the American public the first tea to be packed in tins. This was known as the Perfection Tin. Before this, tea had always been sold in bulk form. The Perfection Tin was the first move toward packaged tea in America. And ladies with very thin waists and very large bustles accepted with pleased astonishment this radical improvement on the paper bag. His next development was the parchment lined carton which became the standard method of packing teas all over America.

It seems natural that this man should present the latest development in tea packing—sealing HOT in vacuum tins.

GO YOURSELF and take your neighbor with you to the City Hall at the Council meeting next Monday morning when important matters directly affecting Ocean Beach will be presented.

GOOD CITIZENSHIP

SHOWN BY VOTING

Secretary of the Navy Wilbur told 1200 delegates to the Christian Endeavor convention at Pittsburgh recently that "To vote at every election is a fundamental requisite of good citizenship in this country," and lauded the eighteenth amendment by declaring that it had freed the people from "poverty and disease and gives our boys and girls of the coming generation a chance to grow up."

It is announced that more than 67,000 new women joined the W. C. T. U. last year. Think of the added strength!

PETITION FOR NEEDED

STREET LIGHT

The city council has been petitioned for a much needed street light at the intersection of Narragansett avenue and Ebers Street.

MISSION BEACH Bath-House

Now Under Construction

Costing \$450,000

Is the First Unit in the Improvement of the
MISSION BEACH AMUSEMENT CENTRE

LOTS as low as \$400 on the Easiest Terms
ever made on Residential Beach Property

The increasing number of HOMES being built at MISSION BEACH attests the popularity of California's most desirable resort.

For further information call at GENERAL SALES OFFICE
101 Broadway or Tract Office, Mission Beach

Sales Agents: GEORGE L. BARNEY -- T. A. RIFE

Buy Beach Property NOW

To Property Owners
and Prospective Purchasers of
Realty in the BEACH Districts
of San Diego, California:

At Your Service,

Kirk Smith

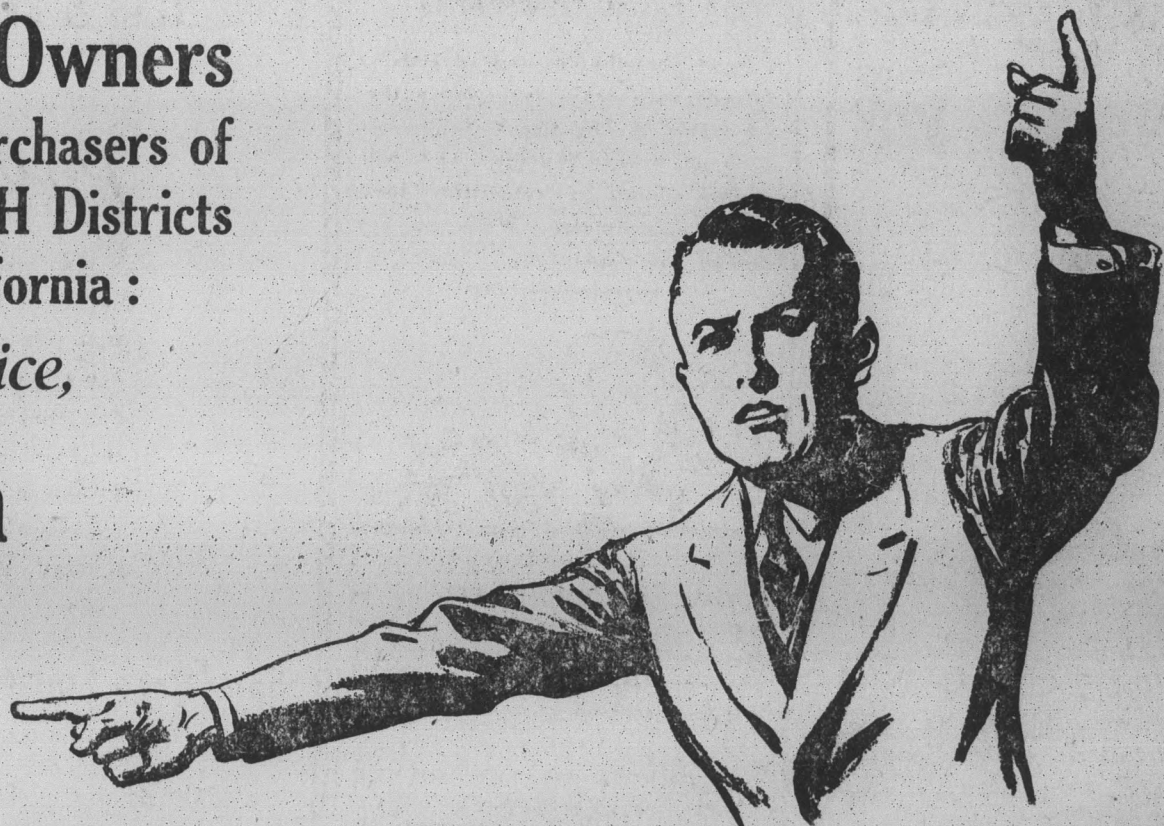
LICENSED REALTY BROKER

Extra Inducements for
EXCLUSIVE LISTINGS

4829 SARATOGA AVENUE

Office of "The Beach News"
Ocean Beach, Calif.

PHONE, POINT LOMA 17



Don't Fail To Read Special Listings in Another Column

OPPORTUNITY Now Rapping At Your Door!

BEAUTIFUL BAY SITE with furnished cottage; lot 50x148 from boulevard to bay; big bargain where values are steadily increasing; only \$3,000 with special terms. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

FOUR LOTS, centrally located; house on one lot; owner will sell whole parcel or divide in pairs; priced way down; ask about this splendid offering. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

SIX LOTS, with cosy cottage, garage; chicken runs; bearing fruit trees, rich garden; wonderful chance for couple to combine business with beach home; only \$6,000; good terms. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

SUNSET CLIFFS section, four lots, one improved with cottage; will divide plot; priced below par; near car line. Big bargain for home seekers or investor. Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

TRIANGLE PLOT (3 lots) on West Point Loma boulevard, overlooking bay; ideal site for apartment house; grand beach investment. \$3000 will handle. Specially listed with KIRK SMITH, Licensed REALTY Broker, office of "The Beach News."

BUSINESS PROPERTY, including buildings; heart of commercial district, near electric car line. Best buy at the beach. If you're looking for a business snap, don't miss this. Specially listed with KIRK SMITH, Licensed REALTY Broker, office of "The Beach News."

TARIFF TAX ON HOMES

Woman Lecturer Says Cost Is \$125 For Each Family.

Indianapolis, Ind.—Women are the purchasing agents for all of the 25,900,000 families in the United States and as such they are the heaviest sufferers under the Fordney-McCumber high protective tariff, according to Mrs. Olive Beldon Lewis, of Indianapolis, who has been delivering a series of lectures to women on the tariff.

Mrs. Lewis points out that the Republican tariff increases the expense of every American home by at least \$125 a year in extra cost on commodities in daily use.

GOOD-PAYING BUSINESS, worth \$1000, will sacrifice for \$650; owner called east; long lease, fair rental. Bargain for quick buyer. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

CASH SNAP—Lot in Loma Alta, finely situated. Owner needs the money. \$250 cash gets it right now. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

FINE LOT, on Brighton avenue, just east of Abbott. Big bargain for cash. Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

FOUR LOTS—Finely situated in central addition La Jolla; 100x160; between three streets; \$1,200; splendid investment. Exclusively listed with Kirk Smith, Licensed Realty Broker, office of "The Beach News."

TOP OF THE CREST, corner lot, billion dollar view for just an even \$1000; just suited for square artistic residence; on market for short time only. Exclusively listed with KIRK SMITH, Licensed REALTY Broker, office of "The Beach News."

INCOME PROPERTY—Three furnished cottages on two lots, 50x140; centrally located in Ocean Beach; double garage; total rentals, \$85 monthly; \$7000, good terms. Exclusively listed for short time only with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

It is ideas that count. What a man is worth below his neck is comparatively little. What he is worth above his neck is practically unlimited. Progress of all kinds is made because of the development of ideas.

Bankers Help

The Georgia Bankers Association has appropriated \$1,000 a year to be used as a loan fund for boys and girls who are unable to meet the expenses of a college education, but whose work in clubs has demonstrated their qualifications for leadership.

Prosperity!—Feel it, talk it, know it—Advertise!

DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street. FREIGHT. JOBBING. Ocean Beach

BAGGAGE. MOVING

Residence Phone
Point Loma 125-J

STORAGE

Office Phone
Point Loma 136

FEED, FUEL and HARDWARE

Dancing Every Night and Sunday Afternoon—Except Monday
**BENBOUGH'S
OCEAN BEACH DANCE PAVILION**

Classified ads. get quick results

THE BANKER'S CREED

I believe no man can be a good banker who is not first a good citizen—in all the term implies.

I believe good citizenship rests on ability and willingness to pull one's own weight—with capacity not only for sturdy self-help—but also due regard for the rights of others.

I believe that the more points at which we touch human nature and human interests the more alive we become and the longer we stay so.

I believe we cannot prosper by applying yesterday's obsolete methods to today—that each man is in some measure master of his community's destiny—that good government is a matter of business—not politics—that to assist in all material, moral and spiritual upbuilding, is the fundamental of enlightened selfishness.

I believe we need more men of every class who will appreciate this—who will stand for something besides themselves.

I believe in efficiency—service and fraternity—in a close-knit community of interests and hopes—in a sane, broad-visioned stand that shall make for the banker-citizen, the banker-business man, the banker-farmer and the banker-everybody.—State Bank Division, American Bankers Association.

"Bean" Farming

Old Si Silver was a peculiar duck, Farmed with his bean and had darn good luck; The folks 'round about worked and tried,— But here's Si's secret—he'd versified.—Banker-Farmer

BANKERS FOR BETTER FARMING

The Arkansas Bankers Association was recently presented with an object lesson on the value of good livestock and the worthlessness of the scrub stock common on too many farms. The Arkansas College of Agriculture had three cows comfortably quartered in a corner of the lobby at the convention hotel in Little Rock. One cow displayed was a purebred Jersey which made a profit of \$85 last year, a second was a high grade cow, the product of a purebred bull and a scrub cow. She made a profit of \$58. The third cow was a common scrub cow, declared to be a detriment to Arkansas farming.

CECIL O. CARL

ELECTRICAL CONTRACTOR

5050 Newport Avenue

Phone, Point Loma 49.

Res. Phone Pt. Loma 36

Wiring—Fixtures—Motors
All work guaranteed
RADIO Outfits a Specialty

"If it's Electrical, see Cecil"



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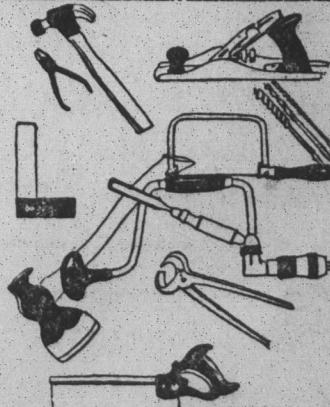
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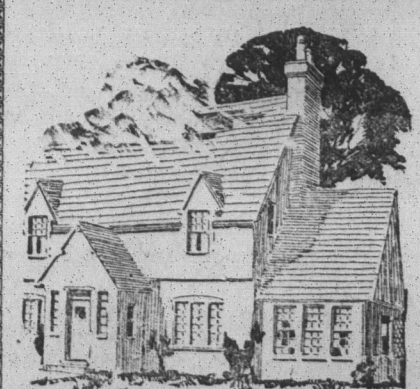
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